

ORDER



Orders	Order / Rev:	685949
	Alt Order #:	06156706
	Product Desc:	GPS FLIGHT C
	Estimate:	646
	Flight Dates:	06/12/12 - 06/18/12
	Original Date / Rev:	05/23/12 / 05/23/12
	Order Type:	Political

	WUSA
Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Crossroads Media/ POL
	Buying Contact:	
	Billing Contact:	
		88 Canal Center Plaza Suite 555
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Issue/Ballot,IS-Issue/Non
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/18/12	58	\$74,900.00	\$63,665.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	58	\$74,900.00	\$63,665.00	112.80
Totals	58	\$74,900.00	\$63,665.00	112.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	19%	\$74,900.00
Market	100%	\$394,210.53

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$94,610.53
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$137,973.68
WTTG	22%	\$86,726.32
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	06/15/12	06/15/12	10-11a	CM	10-11a	----F--	:30	1	\$300.00	P-3	1.10	NM	1	\$300.00
Let's Make a Deal LET'S MAKE A DEAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ----F-- 1 \$300.00 1.10															
E 2	WUSA	06/15/12	06/15/12	Fri Prime C	CM	10-11P	----F--	:30	1	\$6,000.00	P-2	5.80	NM	1	\$6,000.00
Blue Bloods BLUE BLOOD-CBS															

Order / Rev: 685949
 Alt Order #: 06156706
 Flight Dates: 06/12/12 - 06/18/12

Advertiser: Crossroads GPS
 Product Desc: GPS FLIGHT C
 Estimate: 646
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	06/15/12	06/15/12	Fri Prime C Blue Bloods	CM	10-11P ----F--	:30	1	\$6,000.00	P-2	5.80	NM	1	\$6,000.00
BLUE BLOOD-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$6,000.00		5.80			
E 3	WUSA	06/15/12	06/15/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p ----F--	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$2,000.00		3.40			
E 4	WUSA	06/15/12	06/15/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A ----F--	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$800.00		1.40			
E 5	WUSA	06/15/12	06/15/12	Price Is Right The Price is Right	CM	11a-12p ----F--	:30	1	\$650.00	P-3	2.20	NM	1	\$650.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$650.00		2.20			
E 6	WUSA	06/15/12	06/15/12	DT Daytime	CM	9A-3P ----F-- (12:30 PM-3:00 PM)	:30	1	\$700.00	P-3	2.20	NM	1	\$700.00
SOAP ROT/THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$700.00		2.20			
E 7	WUSA	06/15/12	06/15/12	3-4p The Doctors	CM	3-4p ----F--	:30	1	\$450.00	P-3	0.60	NM	1	\$450.00
THE DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$450.00		0.60			
E 8	WUSA	06/15/12	06/15/12	4-5p Dr. Phil	CM	4-5p ----F--	:30	1	\$600.00	P-3	1.50	NM	1	\$600.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$600.00		1.50			
E 9	WUSA	06/15/12	06/15/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a ----F--	:30	1	\$350.00	P-3	0.90	NM	1	\$350.00
9 NEWS NOW @ 5AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$350.00		0.90			
E 10	WUSA	06/15/12	06/15/12	9 News @ 5p 9 News @ 5p	CM	5-6p ----F--	:30	1	\$450.00	P-3	1.30	NM	1	\$450.00
9 NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$450.00		1.30			
E 11	WUSA	06/15/12	06/15/12	9 News @ 6p 9 News @ 6p	CM	6-630p ----F--	:30	1	\$750.00	P-3	1.20	NM	1	\$750.00
9 NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$750.00		1.20			
E 12	WUSA	06/15/12	06/15/12	CBS Evening News CBS Evening News	CM	630-7p ----F--	:30	1	\$3,000.00	P-3	1.60	NM	1	\$3,000.00
CBS EVENING NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$3,000.00		1.60			
E 13	WUSA	06/15/12	06/15/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p ----F--	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	----F--				1	\$700.00		1.50			
E 14	WUSA	06/15/12	06/15/12		CM	730-8P ----F--	:30	1	\$1,600.00	P-3	2.40	NM	1	\$1,600.00

Order / Rev: 685949
 Alt Order #: 06156706
 Flight Dates: 06/12/12 - 06/18/12

Advertiser: Crossroads GPS
 Product Desc: GPS FLIGHT C
 Estimate: 646
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Entertainment Tonight Entertainment Tonight ENTERTAINMENT TONIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ----F-- 1 \$1,600.00 2.40														
E 15	WUSA	06/18/12	06/18/12	10-11a Let's Make a Deal	CM	10-11a M-----	:30	1	\$300.00	P-3	1.10	NM	1	\$300.00
LET'S MAKE A DEAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/18/12 06/24/12 M----- 1 \$300.00 1.10														
E 16	WUSA	06/18/12	06/18/12	DT Daytime	CM	9A-3P M----- (12:30 PM-3:00 PM)	:30	1	\$700.00	P-3	2.20	NM	1	\$700.00
SOAP ROT/THE TALK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/18/12 06/24/12 M----- 1 \$700.00 2.20														
E 17	WUSA	06/18/12	06/18/12	9 News @ Noon 9 News @ Noon	CM	12-1230P M-----	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/18/12 06/24/12 M----- 1 \$600.00 2.30														
E 18	WUSA	06/18/12	06/18/12	3-4p The Doctors	CM	3-4p M-----	:30	1	\$450.00	P-3	0.60	NM	1	\$450.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/18/12 06/24/12 M----- 1 \$450.00 0.60														
E 19	WUSA	06/18/12	06/18/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a M-----	:30	1	\$350.00	P-3	0.90	NM	1	\$350.00
9 NEWS NOW @ 5AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/18/12 06/24/12 M----- 1 \$350.00 0.90														
E 20	WUSA	06/18/12	06/18/12	9 News @ 5p 9 News @ 5p	CM	5-6p M-----	:30	1	\$450.00	P-3	1.30	NM	1	\$450.00
9 NEWS AT 5P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/18/12 06/24/12 M----- 1 \$450.00 1.30														
E 21	WUSA	06/18/12	06/18/12	9 News @ 6p 9 News @ 6p	CM	6-630p M-----	:30	1	\$750.00	P-3	1.20	NM	1	\$750.00
9 NEWS AT 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/18/12 06/24/12 M----- 1 \$750.00 1.20														
E 22	WUSA	06/17/12	06/17/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 -----S 1 \$2,000.00 3.40														
E 23	WUSA	06/17/12	06/17/12	1135p-1205a Sports Plus Sports Plus	CM	1135P-1205A -----S (11:30 PM-12:00 XM)	:30	1	\$600.00	P-3	1.50	NM	1	\$600.00
SPORTS PLUS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 -----S 1 \$600.00 1.50														
E 24	WUSA	06/17/12	06/17/12	1205a-105a 1205a-105a	CM	1205a-105a -----S	:30	1	\$400.00	P-3	1.10	NM	1	\$400.00
CRIMINAL MINDS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 -----S 1 \$400.00 1.10														
E 25	WUSA	06/17/12	06/17/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a -----S	:30	1	\$2,000.00	P-2	2.10	NM	1	\$2,000.00
SUNDAY MORNING-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 -----S 1 \$2,000.00 2.10														
E 26	WUSA	06/14/12	06/14/12		CM	10-11a ---T---	:30	1	\$300.00	P-3	1.10	NM	1	\$300.00

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 Alt Order #: 06156706
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Advertiser: Crossroads GPS
 Product Desc: GPS FLIGHT C
 Estimate: 646
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10-11a Let's Make a Deal LET'S MAKE A DEAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ---T--- 1 \$300.00 1.10														
E 27	WUSA	06/14/12	06/14/12	Thu Prime C The Mentalist	CM	10-11P ---T---	:30	1	\$8,000.00	P-2	5.50	NM	1	\$8,000.00
MENTALIST-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ---T--- 1 \$8,000.00 5.50														
E 28	WUSA	06/14/12	06/14/12	DT Daytime	CM	9A-3P ---T--- (12:30 PM-3:00 PM)	:30	1	\$700.00	P-3	2.20	NM	1	\$700.00
SOAP ROT/THE TALK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ---T--- 1 \$700.00 2.20														
E 29	WUSA	06/14/12	06/14/12	9 News @ Noon 9 News @ Noon	CM	12-1230P ---T--- (12:00 PM-12:30 PM)	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ---T--- 1 \$600.00 2.30														
E 30	WUSA	06/14/12	06/14/12	3-4p The Doctors	CM	3-4p ---T---	:30	1	\$450.00	P-3	0.60	NM	1	\$450.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ---T--- 1 \$450.00 0.60														
E 31	WUSA	06/14/12	06/14/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a ---T---	:30	1	\$350.00	P-3	0.90	NM	1	\$350.00
9 NEWS NOW @ 5AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ---T--- 1 \$350.00 0.90														
E 32	WUSA	06/14/12	06/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p ---T---	:30	1	\$450.00	P-3	1.30	NM	1	\$450.00
9 NEWS AT 5P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ---T--- 1 \$450.00 1.30														
E 33	WUSA	06/14/12	06/14/12	9 News @ 6p 9 News @ 6p	CM	6-630p ---T---	:30	1	\$750.00	P-3	1.20	NM	1	\$750.00
9 NEWS AT 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ---T--- 1 \$750.00 1.20														
E 34	WUSA	06/14/12	06/14/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a ---T---	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 ---T--- 1 \$400.00 1.20														
E 35	WUSA	06/12/12	06/12/12	10-11a Let's Make a Deal	CM	10-11a -T-----	:30	1	\$300.00	P-3	1.10	NM	1	\$300.00
LET'S MAKE A DEAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 -T----- 1 \$300.00 1.10														
E 36	WUSA	06/12/12	06/12/12	DT Daytime	CM	9A-3P -T----- (12:30 PM-3:00 PM)	:30	1	\$700.00	P-3	2.20	NM	1	\$700.00
SOAP ROT/THE TALK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 -T----- 1 \$700.00 2.20														
E 37	WUSA	06/12/12	06/12/12	9 News @ Noon 9 News @ Noon	CM	12-1230P -T-----	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/11/12 06/17/12 -T----- 1 \$600.00 2.30														
E 38	WUSA	06/12/12	06/12/12		CM	3-4p -T-----	:30	1	\$450.00	P-3	0.60	NM	1	\$450.00

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 Estimate: 646
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3-4p The Doctors														
THE DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	-T-----				1	\$450.00		0.60			
E 39	WUSA	06/12/12	06/12/12	4-5p Dr. Phil	CM	4-5p -T-----	:30	1	\$600.00	P-3	1.50	NM	1	\$600.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	-T-----				1	\$600.00		1.50			
E 40	WUSA	06/12/12	06/12/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a -T-----	:30	1	\$350.00	P-3	0.90	NM	1	\$350.00
9 NEWS NOW @ 5AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	-T-----				1	\$350.00		0.90			
E 41	WUSA	06/12/12	06/12/12	9 News @ 5p 9 News @ 5p	CM	5-6p -T-----	:30	1	\$450.00	P-3	1.30	NM	1	\$450.00
9 NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	-T-----				1	\$450.00		1.30			
E 42	WUSA	06/12/12	06/12/12	9 News @ 6p 9 News @ 6p	CM	6-630p -T-----	:30	1	\$750.00	P-3	1.20	NM	1	\$750.00
9 NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	-T-----				1	\$750.00		1.20			
E 43	WUSA	06/12/12	06/12/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a -T-----	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	-T-----				1	\$400.00		1.20			
E 44	WUSA	06/12/12	06/12/12	Tue Prime B NCIS: Los Angeles	CM	9-10P -T-----	:30	1	\$10,000.00	P-3	10.20	NM	1	\$10,000.00
NCIS:LOS ANGELES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	-T-----				1	\$10,000.00		10.20			
E 45	WUSA	06/13/12	06/13/12	10-11a Let's Make a Deal	CM	10-11a --W----	:30	1	\$300.00	P-3	1.10	NM	1	\$300.00
LET'S MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	--W----				1	\$300.00		1.10			
E 46	WUSA	06/13/12	06/13/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p --W----	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	--W----				1	\$2,000.00		3.40			
E 47	WUSA	06/13/12	06/13/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A --W----	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	--W----				1	\$800.00		1.40			
E 48	WUSA	06/13/12	06/13/12	Price Is Right The Price is Right	CM	11a-12p --W----	:30	1	\$650.00	P-3	2.20	NM	1	\$650.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	--W----				1	\$650.00		2.20			
E 49	WUSA	06/13/12	06/13/12	DT Daytime	CM	9A-3P --W---- (12:30 PM-3:00 PM)	:30	1	\$700.00	P-3	2.20	NM	1	\$700.00
SOAP ROT/THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 06/11/12		06/11/12	06/17/12	--W----				1	\$700.00		2.20			
E 50	WUSA	06/13/12	06/13/12		CM	3-4p --W----	:30	1	\$450.00	P-3	0.60	NM	1	\$450.00

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

CREDIT ADVISORY ORDER WORKSHEET

HARRIS RPT.

FROM REP

MAY23/12 11.10

*** WUSA-TV ***

NEW

ADD *** ORIGINAL REV#0 ***

DELETE

ORDER _____

LINE/S _____

PARTIAL LINE/S _____

AGENCY - 66 CANAL CENTER PLAZA, SUITE 555
ADDRESS ALEXANDRIA, VA 22314

START DATE-JUN12/12 END DATE-JUN18/12 WK-1

BIAS#

1/AGENCY#

2/ADVERTISER#

3 / PROD# EST#646

20/EOS 4/SLSP#

5 / REP#

21/BILL WK. MO-SU

63 / PCON 64 / ACON

11/RATE CARD

14/ORDER TYPE

57/CO-OP TYPE

59/STATE TAX

DATE _____

CROSSROADS MEDIA LLC

ISS/CROSSROADS GPS

GPS FLIGHT C

AARON ASHE

- WASHINGTON, DC

9 / AREA

10/BILL CODE

16/BYR - NOELLE RAMSEY

17/RTG SVC - NSI

CO-OP	KEY	D/P	REC#
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58/CITY TAX

REP: TO: LANCE
FR: HILARY
NEW ORDER
TTLS: 74900
PLS CFM. THX! 5/23

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CROSSROADS GPS FLIGHT C

BS	REP		BEGIN	END		BEGIN	END	CLS	SEC		PLAN	PRICE	SPT	RATE	STATION	CD	SPOT	
LN#	LN#	CD	DAYS	TIME	TIME	PTRN	LNTH	DATE	DATE	13/	14/	16/	/WK	18/	CD	SC#	23/	/LIN
			AGENCY ADVERTISER CODE = 12				AGENCY EST# = 646											
			AGENCY PRODUCT CODE = 108															
1		FRI		1000A-1100A		30	06/15	06/15					1	\$300.00				1
PROGRAM :			LET'S MAKE A DEAL															
RA35+ :			1.1															
CON COM1:			LET'S MAKE A DEAL															

MAY23/12 11.10
*** WUSA-TV ***

[illegible]

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

CREDIT ADVISORY ORDER WORKSHEET

HARRIS RPT. FROM REP

MAY23/12 11.10
*** WUSA-TV ***

BS	REP	BEGIN	END	BEGIN	END	CLS	SEC	PLAN	PLAN	SPT	RATE	STATION	CD	SPOT
LN#	LN#	CD	DAYS	TIME	TIME	PTRN	LNTH	DATE	DATE	13/	14/	16/	18/	23/
26	THU	1000A-1100A	30	06/14	06/14						1	\$300.00		1
PROGRAM : LET'S MAKE A DEAL RA35+ : 1.1 CON COM1: LET'S MAKE A DEAL														
27	THU	1000P-1100P	30	06/14	06/14						1	\$8,000.00		1
PROGRAM : MENTALIST-CBS RA35+ : 5.5 CON COM1: MENTALIST-CBS														
28	THU	1230P-300P	30	06/14	06/14						1	\$700.00		1
PROGRAM : SOAP ROT/THE TALK RA35+ : 2.2 CON COM1: SOAP ROT/THE TALK														
29	THU	1200N-1230P	30	06/14	06/14						1	\$600.00		1
PROGRAM : 9 NEWS AT NOON RA35+ : 2.3 CON COM1: 9 NEWS AT NOON														
30	THU	300P-400P	30	06/14	06/14						1	\$450.00		1
PROGRAM : THE DOCTORS RA35+ : 0.6 CON COM1: THE DOCTORS														
31	THU	500A-600A	30	06/14	06/14						1	\$350.00		1
PROGRAM : 9 NEWS NOW @ 5AM RA35+ : 0.9 CON COM1: 9 NEWS NOW @ 5AM														
32	THU	500P-600P	30	06/14	06/14						1	\$450.00		1
PROGRAM : 9 NEWS AT 5P RA35+ : 1.3 CON COM1: 9 NEWS AT 5P														
33	THU	600P-630P	30	06/14	06/14						1	\$750.00		1
PROGRAM : 9 NEWS AT 6P RA35+ : 1.2 CON COM1: 9 NEWS AT 6P														

REP HEADLINE# 6156706 REP: TEL# 703 528 7800 FAX# 703 528 7880 MAY23/12 11.10
 CREDIT ADVISORY: AGENCY CREDIT RISK !!! HARRIS RPT. FROM REP *** WUSA-TV ***
 ORDER WORKSHEET

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN PRICE	SPT /WK	RATE SPOT 18/	STATION CD	CD SC#	STS	SPOT /LIN
58			WED	900P-1000P			30	06/13	06/13	13/	14/	PLAN 16/	1	\$9,000.00				1
PROGRAM : CRIMINAL MINDS RA35+ : 7.9 CON COM1: CRIMINAL MINDS																		
JUN/12															CONTRACT TOTAL			
															TOTAL SPOTS			
															74900.00			
															58			

MARKET TOTALS \$394,210 WUSA 19% WTTG 22% WJLA 24% WRC 35% WDCA 0% WDCW 0% CABL 0%
 SVC- NSI
 DEMOS- RA35+*